



Tourism & Events Department
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**To: Linda Dillenbeck, Chairperson
 Tourism Development Commission**

From: Steve Geiogamah, Tourism Development Manager

Date: February 18, 2020

Subject: Event Funding Recommendation

The following are event funding recommendations for TDC consideration.

Event	Event Dates	Event Description	Location	Projected Attendance	Recommended FY 19/20
Arizona Bike Week	April 1-5, 2020	5-day music festival and motorcycle rally. 23 rd year in Scottsdale Request = \$24,480-MEAF	WW	70000	\$24,480

Funding Availability & Potential Options

There are tourism development event support funds available for the event recommendations. Pending TDC discussion, the following are options for consideration:

- 1) Approve event funding recommendations or other amounts.
- 2) Direct staff to further evaluate the events and ask for further detail
- 3) Take no action or additional event evaluation

Alternatively, if there are additional questions or information needed for further consideration, staff will proceed accordingly.